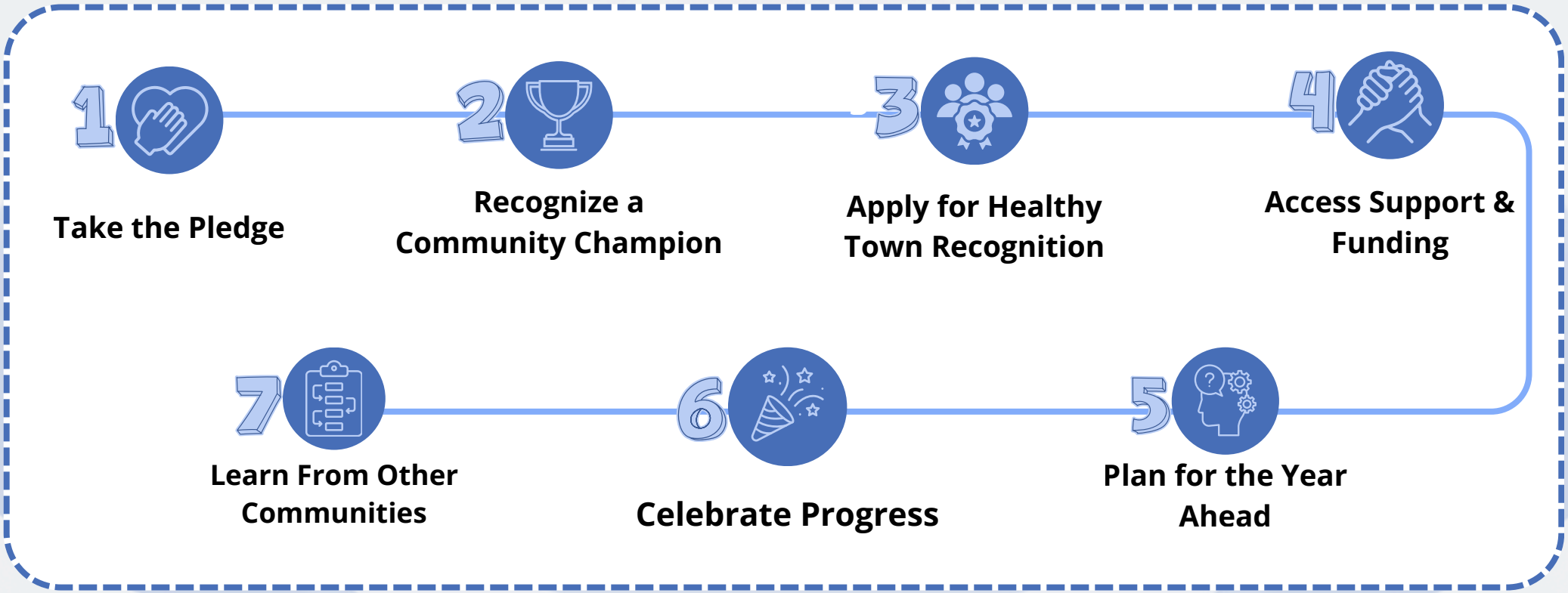
For 20 years, the Mayors Wellness Campaign (MWC) has helped local leaders build healthier communities. The MWC, led by the New Jersey Health Care Quality Institute in partnership with the New Jersey State League of Municipalities, starts with taking the pledge and provides step-by-step guidance to becoming a Healthy Town. To mark MWC's 20th anniversary, this year's activities will center on four priority areas with new monthly office hours and regular opportunities to engage through webinars, tools, and other resources.

YOUR MWC JOURNEY



HOW THE MWC SUPPORTS YOUR COMMUNITY

Connection
Share ideas, challenges, and solutions with municipal leaders and partners.

Learning
Access data, tools, technical assistance, and best practices from MWC communities.

Action
Turn local priorities into programs and initiatives.

Recognition
Celebrate your community's progress and Healthy Town achievements.

NEW

Monthly MWC Office Hours: The MWC will host open office hours on the 3rd Tuesday of every month at 12pm. Join us for technical advice and brainstorming on ways to improve your MWC.

MWC Community Hub: The MWC Community Hub is your online space to access resources, connect with other MWC communities, and share ideas. New this year, an evergreen funding library will make it easier to find and revisit funding opportunities throughout the year, alongside tools, upcoming activities, and resources tied to MWC's four priority areas.

PRIORITIES SHAPING THE YEAR

This year's activities are organized around four priorities that continue to shape local wellness efforts. This year's priorities include capacity building, mental health, food security, and healthy aging.

Capacity Building

Strengthening the funding, partnerships, planning, & support needed to move ideas forward

Mental Health

Supporting well-being, reducing isolation, and helping residents feel connected

Food Security

Improving access to nutritious food and strengthening local responses to food needs

Healthy Aging

Making community programs, information, and activities more accessible & welcoming for older adults

MAYORS WELLNESS CAMPAIGN

2026-2027 Activities

20 Mayors Wellness Campaign 2006–2026 Anniversary

NEW JERSEY HEALTH CARE QUALITY INSTITUTE

SEPT

Healthy Town Application Preparation Webinar

Join MWC staff for a guided review of the 2026 Healthy Town Application and time for Q&A on September 15, from 12 -1 p.m.

TAKE ACTION

Renew your MWC Pledge, confirm your community's MWC contacts, and begin organizing information about your 2026 wellness activities.

OCT

MWC Monthly Office Hours Kickoff

Join the first session of our new MWC Monthly Office Hours for informal, drop-in support. Bring questions about your local wellness work, partnerships, funding, Healthy Town, or any other questions you are working through.

MILESTONE

Nominate your community's **Champion of Health.** This is a community member, staff member, or volunteer whose dedication to wellness deserves recognition. **Nominate by November 6.**

NOV

Celebrating 20 Years of MWC

Attend the MWC panel at the New Jersey State League of Municipalities Conference. Hear municipal leaders share what worked, what they learned, and how their local wellness efforts have grown. Visit the MWC booth to ask questions, find resources, and connect with other communities and statewide partners.

TAKE ACTION

Bring one new idea, resource, or potential partner back to your community.

MILESTONE

The 2026 Healthy Town Application opens November 2026.

DEC

Food Access and Community Nutrition

Explore the refreshed MWC Food Security Toolkit, featuring updated information, statewide resources, partner organizations, and examples of local food access efforts.

TAKE ACTION

Identify 1 barrier residents face in accessing food & 1 local partner that could help.

Also this month: Bring questions about the Healthy Town application to Monthly MWC Office Hours.

MAYORS WELLNESS CAMPAIGN

2026-2027 Activities

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NEW JERSEY HEALTH CARE QUALITY INSTITUTE

JAN

Funding & Building Community Capacity Webinar

Join our webinar where you will shape a strong project idea, finding appropriate funding, and planning around the staff, time, and partnerships available in your community.

TAKE ACTION

Choose 1 project and define the need, who it will serve, and the result you hope to achieve.

MILESTONE

MWC Incentive Drawing winners will be chosen. The drawing rewards communities for staying engaged throughout the year. Municipalities earn entries by participating in MWC activities, with selected communities receiving funding to support local health and wellness projects.

FEB

Planning Healthy Communities with Plan4HealthNJ

Join a webinar with Plan4HealthNJ to explore how to align comprehensive master plans and land use objectives with health outcomes to support longer, healthier lives. Learn practical ways to use local data and community engagement to bring health into municipal planning.

TAKE ACTION

Invite a municipal planner, planning board member, health department representative, board of health member, or other local partner to attend with you. Identify upcoming land-use decisions or planning activities that could benefit from a health-focused lens.

MAR

Healthy Town Showcase: Lessons from Recognized Communities

Meet the newly recognized 2026 Healthy Town designees through community spotlights, short videos, and examples of successful programs and partnerships.

TAKE ACTION

Choose one featured idea and consider how you could adapt it for your residents, partners, and available resources.

APR

Healthy Aging and Age-Friendly Communities

Use our Older Adult Access Checklist to review how easily older residents can participate in your programs and activities. MWC will also share a resource guide and examples from age-friendly organizations and communities.

TAKE ACTION

Review one program for its timing, location, transportation options, communication, and outreach to older adults.

Also this Month: Conversation of Your Life (COYL) Resources and workshops in honor of National Health Care Decisions Day.

MAYORS WELLNESS CAMPAIGN

2026-2027 Activities

20 Mayors Wellness Campaign 2006–2026 Anniversary

NEW JERSEY HEALTH CARE QUALITY INSTITUTE

MAY

Mental Health & Social Connectedness Lessons from the MWC Mental Health Initiative

Join past MWC Mental Health Initiative grantees to hear about their mental health programs . Hear how communities built partnerships, responded to resident needs, and put mental health programs into action.

TAKE ACTION Identify one lesson, partnership approach, or program idea that could strengthen an existing mental health wellness effort in your community.

JUNE

Youth and Family Well-Being

Explore examples of how municipalities, schools, libraries, recreation programs, and community organizations are working together to support children, youth, and families. MWC will share a collection of community examples that can be adapted locally.

TAKE ACTION Identify one youth- or family-serving organization that is not currently involved in your MWC and invite them to join a conversation about a shared priority.

JUL

Community Health Needs Assessment Tool

Use MWC's new Community Health Needs Assessment Tool to gather local input, identify gaps, and choose priorities for your community's wellness work. Questions as you begin using the tool? Bring them to MWC Monthly Office Hours.

TAKE ACTION Choose one group or part of your community you want to hear from and decide how you will gather their input.

AUG

Looking Ahead

Use a short planning checklist to reflect on the MWC program year, update your contacts, & set priorities for September 2027-August 2028. Join MWC Monthly Office Hours to discuss your goals & next steps. This is also a good time to review the wellness activities your community has completed so far during the 2027 calendar year.

TAKE ACTION Choose two or three priorities for the next MWC program year and make sure your 2027 activities, partnerships, and results are being documented.

CELEBRATING 20 YEARS TOGETHER

Thank you to the municipal leaders, partners, champions, sponsors, and supporters who help the Mayors Wellness Campaign strengthen communities across New Jersey.

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Interested in supporting the Mayors Wellness Campaign? Contact Katie Bisaha: kbisaha@njhcqi.org.